

Graphic Design Majors/Art Education Concentration: Current Curriculum, Outcomes and Assessment Diagram (2012-2015)

Institutional Learning Outcome	PLNU Mission Component	Department Learning Outcomes	Graphic Design Major: Program Learning Outcomes	Introduced	Reinforced	Mastery	Direct Assessment Measurement Scored Using Rubrics I, E, D, HD (1,2,3,4)	Criteria for Success For Signature Assignments	Global Measure Indirect Assessment
Learning: <i>Informed by our Christian Faith:</i> Members of the PLNU community will display openness to and mastery of foundational knowledge and perspectives; think critically, analytically, and creatively; and communicate effectively. <i>minds are engaged and challenged</i>	Graduates will have a coherent and broad based knowledge of their discipline. (Learning/Teach)	CONCEPT AND CONTENT <i>(Information Literacy)+</i> <ul style="list-style-type: none">Students will be able to create works of graphic design that are based upon a highly developed concept.Students will be able to create designs that have highly developed content.	ART 103 ART 104 ART 115	ART 203, 215 ART 206 ART 210 ART 226 ART 303 ART 315, 450 ART 330, 331 ART 333	ART 468 ART 469	Signature Assignments: <ul style="list-style-type: none">Senior Art Portfolio Review/469** (A)Freshman--Senior Scholarship Applications/Artwork	80% of students produce work of "developed" quality or higher on signature assignments.	TEACH: ETS Overall Score Graduate School Acceptance and Graduation Rates Sr. Portfolio Review
			<ul style="list-style-type: none">Students will be able to produce an entry-level professional quality graphic design portfolio for a design-related career or to pursue graduate studies.	ART 103 ART 104 ART 115	ART 203, 215 ART 206 ART 210 ART 223 ART 226 ART 303 ART 315, 450 ART 330, 331 ART 333	ART 468 ART 469	Signature Assignments: <ul style="list-style-type: none">Senior Art Portfolio Review/469** (A)	80% of students produce work of "developed" quality or higher on signature assignments.	
			COMPOSITION <ul style="list-style-type: none">Students will be able to create graphic designs that exhibit highly developed compositions, based on the art elements and design principles.	ART 103 ART 104 ART 115	ART 203, 215 ART 206 ART 210 ART 226 ART 223 ART 303 ART 315, 450 ART 330, 331 ART 333	ART 468 ART 469	Signature Assignments: <ul style="list-style-type: none">Senior Art Portfolio Review/469** (A)Freshman--Senior Scholarship Applications/Artwork	80% of students produce work of "developed" quality or higher on signature assignments.	
			EFFORT <ul style="list-style-type: none">Students will demonstrate a strong personal commitment to the process of creating graphic design.	ART 103 ART 104 ART 115	ART 203, 215 ART 206 ART 210 ART 223 ART 226 ART 303 ART 315, 450 ART 330, 331 ART 333	ART 468 ART 469	Signature Assignments: <ul style="list-style-type: none">Senior Art Portfolio Review/469** (A)Freshman--Senior Scholarship Applications/Artwork	80% of students produce work of "developed" quality or higher on signature assignments.	
			CRAFTSMANSHIP <ul style="list-style-type: none">Students will be able to produce designs that demonstrate a high level of craftsmanship.	ART 103 ART 104 ART 115	ART 203, 215 ART 206 ART 210 ART 223 ART 226 ART 303 ART 315, 450 ART 330, 331 ART 333	ART 468 ART 469	Signature Assignments: <ul style="list-style-type: none">Senior Art Portfolio Review/469** (A)Freshman--Senior Scholarship Applications/Artwork	80% of students produce work of "developed" quality or higher on signature assignments.	
			TECHNICAL SKILLS <ul style="list-style-type: none">Use current graphic design tools and technologies to create, produce, and distribute visual messages.	ART 103 ART 104 ART 115	ART 203, 215 ART 206 ART 210 ART 223 ART 226 ART 303 ART 315, 450 ART 330, 331 ART 333	ART 468 ART 469	Signature Assignments: <ul style="list-style-type: none">Senior Art Portfolio Review/469** (A)Freshman--Senior Scholarship Applications/Artwork	80% of students produce work of "developed" quality or higher on signature assignments.	
Growing: <i>In a Christian Faith Community:</i> Members of the PLNU community will demonstrate God-inspired development and understanding self and others and live hospitably within complex professional, environmental and social contexts. <i>character is modeled and formed</i>	Students will develop characteristics and skills necessary to be effective members of the communities where they work and live informed by Christian faith.	WRITING <i>(Critical Thinking, Written Communication)+:</i> <ul style="list-style-type: none">Students will be able to write about their design strategies, problem solving, aesthetic choices, and contemporary designs.	ART 103 ART 104 ART 115	ART 203, 215 ART 206 ART 210 ART 223 ART 226 ART 303 ART 315, 450 ART 330, 331 ART 333	ART 468 ART 469	Signature Assignments: <ul style="list-style-type: none">Senior Art Portfolio Review/469** (A)Freshman--Senior Scholarship Applications/Artwork	80% of students produce work of "developed" quality or higher on signature assignments.	

<p>Serving: <i>In a Context of Christian Faith:</i> Members of the PLNU community will engage in actions that reflect Christian discipleship in a context of communal service and collective responsibility, serve both locally and globally in a vocational and social setting.</p>	<p>....service becomes an expression of faith</p>	<p>Graduates will be prepared to serve a complex world through their creative, technical, and professional abilities.</p> <p>(Serving/Send)</p>	<p>GRADUATES WILL BE PREPARED TO:</p> <ul style="list-style-type: none"> Pursue MFA programs in graphic design. Engage in careers that use graphic design in business, industry, and serving the social good, informed by Christian faith. 	<p>ART 103 ART 104 ART 115</p>	<p>ART 203, 215 ART 206 ART 210 ART 223 ART 226 ART 303 ART 315, 450 ART 330, 331 ART 333</p>	<p>ART 468 ART 469</p>	<p>This occurs throughout the curriculum.</p>	<p>Senior Survey (A) Alumni Survey (5)</p> <p>70% of Alumni in 2013 Dept. Survey indicated they are or had been in art/design careers</p>
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A – means that the measure is done annually (once it has been phased into the cycle)

2 – means that the measure done every two years (once it has been phased into the cycle)

5 – means that the measure done every five years (once it has been phased into the cycle)

** - means students are scored by outside professionals and faculty

* - means student has an Art History Concentration

Scoring Levels: I, E, D, HD: Initial, Emerging, Developed, Highly Developed

+ More WASC Core Competencies will be added for Spring 2016.